

KEAN UNIVERSITY – COLLEGE OF BUSINESS AND PUBLIC MANAGEMENT

(40400) B.S. IN MARKETING: 124 Semester Hours (S.H.)

2.3 Minimum GPA to Graduate

EFFECTIVE DATE: FALL 2014

START TERM: _____

NAME		TRANSFER INSTITUTIONS (X)		Credits	
STUDENT ID #					
GENERAL EDUCATION:		35 S.H.	ACADEMIC MAJOR**		58 S.H.
Foundation Requirements:		13 S.H.	Required: Business Core		34 S.H.
G.E. 1000	Transition to Kean ¹	1	ACCT 2200	Principles of Accounting I	3
ENG 1030	College Composition ²	3	ACCT 2210	Principles of Accounting II	3
MATH 1044	or MATH 1054 Pre-calculus ^{2,3}	3	BLAW 2051	Business Law I	3
COMM 1402	Speech Communication ^{2,3}	3	FIN 3310	Corporate Finance I	3
GE 2021	Research & Technology ^{2,3}	3	MGS 2030	Principles of Management	3
			MGS 2150	Business Statistics & Applications	4
DISCIPLINARY & INTERDISCIPLINARY DISTRIBUTION			MKT 2500	Principles of Marketing	3
Humanities:		6 S.H.	MGS 3040	Management Information Systems	3
*ENG 2403	World Literature	3	MGS 4010	Operations Management	3
			MGS 3110	Managerial Decision Modeling	3
			MGS 3520	Bus Ethics and Corporate Social Resp	3
<i>Select ONE course from below—see GE Distribution Course List</i>			Required: Marketing Core		12 S.H.
Fine Arts/Art History		3	MKT 3510	Consumer Behavior	3
Philosophy or Religion		3	MKT 3550	Marketing Research	3
Foreign Languages		3	MKT 4220	International Marketing	3
Music or Theatre		3	MKT 4500	Seminar in Marketing Strategy	3
Interdisciplinary:		3			
Social Sciences:		6 S.H.	Marketing Electives		12 S.H.
*HIST 1000	Civil Society in America or		<i>MKT 4801-4806 co-op/internship is not accepted in electives.</i>		
HIST 1062	Worlds of History	3	MKT		3
			MKT		3
			MKT		3
<i>Select ONE course from below—see GE Distribution Course List</i>			MKT		3
Psychology		3			
Economics or Geography		3			
Political Science		3			
Sociology or Anthropology		3			
Interdisciplinary:		3			
Science and Mathematics:		7 S.H.	FREE ELECTIVES:		19 S.H.
CPS 1032	Microcomputer Applications ²	3	<i>(at least 50% must be 3000/4000level, May use MGS 4801-4806 with approval of co-op/internship coordinator).</i>		
<i>Select ONE 4 Credit lab course-see GE Distribution Course List</i>					
Lab Science:	Biology; Chemistry; Physics; Geology; Meteorology; Earth Science; Astronomy	4			
G.E. and Major Capstone:		3 S.H.			
MGS 4999	Integrative Business Strategy**	3	Special Notes:		
			¹ Reqd. of Freshmen and Transfers with fewer than 10 credits		
Additional Required Courses:		12 S.H.	² Minimum grade of C.		
ECO 1020	Principles of Macroeconomics ²	3	³ Check prerequisites and equivalencies in catalog		
ECO 1021	Principles of Microeconomics ²	3	*G.E. required course		
ENG 3090	Business & Professional Writing	3	**Major courses including the capstone require a grade of C or better		
COMM 3590	Business & Professional Communication	3	Note: See foreign language requirements		
			TOTAL CREDITS:		